

LEO BURNETT U.S.A.
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New National Smoker Study: Merit 100's Taste Acclaimed!



Latest research shows 'Enriched Flavor' cigarette equal to—or better than-leading high tar 100's.

Can the taste of low tar MERIT 100's satisfy the toughest low tar critics: smokers of much higher tar 100's?

Here are the results of new, nationwide research involving smokers who taste-tested MERIT 100's against leading high tar brands.

Results Confirm MERIT Breakthrough

Confirmed: Majority of 100's smokers rate MERIT 100's taste equal to—or better than—leading high tar cigarettes tested! Cigarettes having up to 70% more tar.

Confirmed: Majority of 100's smokers confirm taste satisfaction of low tar MERIT 100's.

And detailed interviews conducted among current MERIT 100's smokers documented the same taste satisfaction.

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Kings: 8 mg "tar," 0.6 mg nicotine—
100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Confirmed: 85% of MERIT 100's smokers say it was an "easy switch" from high tar brands.

Confirmed: Overwhelming majority of MERIT 100's smokers say their former high tar brands weren't missed!

Confirmed: 9 out of 10 MERIT 100's smokers not considering other brands.

First Major Alternative To High Tar Smoking

MERIT 100's have proven conclusively that they not only deliver the flavor of high tar 100's—but continue to satisfy!

This ability to satisfy over long periods of time could be the most important evidence to date that MERIT is what it claims to be: The first real alternative for high tar smokers.

MERIT
Kings & 100's

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